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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

VAS Cell

Dated :

24/8/09

To,

All CGMs Telecom Circles/Telephone Districts (BSNL)
CGMs ALTTTC Ghaziabad/ BRBRAITT Jabalpur

Subject : Providing new Value Added Services to BSNL Employees for awareness and evaluation purpose.

BSNL has launched lot of new innovative Value Added Services in the recent past but so far revenue from these services is very low despite several months of launch. To give new services a push and to make BSNL staff aware, it has been decided that following new Value Added Services may be allowed to be provided to BSNL employees:


- a) Mandi Bhav
- b) YO-SMS
- c) Handset Security & Data Security & Backup
- d) Call Tricker
- e) Mail on SMS
- f) Mob Share
- g) SMS Counseling
- h) Humshakal (Target Date of launch 25th Aug 2009).

A brief about these services is at Annexure I.

- i) 3G VAS (Video On Demand, Movie on Demand, Multiplayer Games, Full Track music Download) along with access to 'BSNL Live'.
- (j) Mobile TV with Rs 50/- Plan

FAQs about these services are available on BSNL corporate site.

All the above services may be provided for a period of 3 months, starting from 1st Sep.2009 to all officers including DGM & above. It may be noted that BSNL has to pay the content charges to all the content providers. The officials may be directed to use the services judiciously with a view to evaluate the services' performance. The officials shall use their existing handsets or make their own arrangement to avail the services. One DGM may be designated to collect the feedback from all BSNL officials & forward it to BSNL corporate office every 15 days at vasmonitor@gmail.com.


(R.K.Sharma)
AGM (VAS-III)

24/8/09

Copy to :

1. CMD BSNL- for kind information please.
2. All Directors, BSNL Board- for kind information please.
3. GMs In charge (CMTS Zones), Chandigarh/Pune/Kolkata/Trichy/Hyderabad- with request to monitor loading of BSNL/ CPs network.

Annexure I

- **Mandi Bhav:** Mandi Bhav service provides rate list of more than 500 commodities from over 3000 Mandi's across India. To subscribe for this service SMS MANDI to 59696.
- **YO SMS:** This service allows a subscriber to send SMS with fonts in different colors, backgrounds, sounds & smileys which essentially gives effect of MMS. To subscribe for this service SMS YOSMS to 54444.
- **Handset Security:** This service provides a solution for security of subscriber's mobile handset. Whenever a Mobile phone is stolen & SIM is changed, subscriber gets a message about the change of SIM to pre registered Mobile nos. To subscriber for this service SMS MS to 52222.
- **Data Security & backup:** In case of theft/ loss of subscriber's mobile handset, this solution protects subscribers data stored in the phone book of handset. The stolen device can also be disabled remotely so that Data lying in the phone book is not used any one. To subscriber for this service SMS MS to 52222.
- **Call Tricker:** With this service a user can play various pre recorded sounds in the background while accepting the call. This sound runs in background while talking over the mobile phone. The background sound can be traffic, rain, train etc. To subscriber for this service SMS CALL to 52222.
- **Mail On SMS:** This application makes it possible for a subscriber to receive mails on his/her mobile as SMS. It is also used for receiving/sending mail through mobile phones without using GPRS. To subscribe for this service SMS subemail to 56688
- **Mob-Share (Photo Video Sharing):** It allows BSNL mobile users to instantaneously share mobile media viz photos & videos with other BSNL mobile users directly using a GPRS enabled phone. To start this service SMS 'subs name' to 59696
- **SMS Counseling:** This service provides counseling service for the general problems/ queries of the subscribers from experts across the globe in 6 major fields viz. Love, Workplace, Family, Stress Management, Feelings, Career, Visa. To subscribe for this service SMS HOPE to 54000.
- **Humshakal:** This application helps to understand the similarities a person have with others. "Humshakal" means look alike. Humshakal helps a subscriber to discover people just like him/her. The target date of launch of this service is 25th Aug 2009. To subscribe for this service SMS HMM to 54000.